

Appl. No.: 09/765,841  
Amdt. Dated March 2, 2004  
Reply to Office action of December 2, 2003

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A label comprising:  
a transparent element to pass ambient light and backlight; and  
a transfective element directly disposed to the transparent element to pass the backlight, but reflect the ambient light;  
wherein the transparent element includes label data and the label data is visible both with and without applying power to the label.
2. (Cancelled).
3. (Original) A system as recited in claim 1, wherein the transfective element comprises a metallic transfective film.
4. (Original) A system as recited in claim 1, further comprising an electroluminescent light to produce the backlight.
5. (Original) An electronic device comprising the label as recited in claim 1.
6. (Currently amended) A label comprising:  
a light transmissive element;  
a light generating element to provide backlight for the light transmissive element; and  
a transfective element directly disposed between the light generating element and the light-transmissive element to pass backlight generated by the light generating element out through the light transmissive element, but reflect ambient light passed in through

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the light transmissive element back out through the light transmissive element;  
wherein the light transmissive element comprises data printed thereon;  
and  
wherein the printed data is visible both with and without applying power to the label.

7. (Cancelled).
8. (Original) A system as recited in claim 6, wherein the light generating element comprises an electroluminescent light.
9. (Original) A system as recited in claim 6, wherein the transfective element comprises a metallic transfective film.
10. (Original) A system as recited in claim 6, wherein the label exhibits visually different appearances depending upon whether the light transmissive element is illuminated by the backlight or the ambient light.
11. (Original) A system as recited in claim 6, wherein the label exhibits a first color when the light transmissive element is illuminated by the backlight and a second color when the light transmissive element is illuminated by the ambient light.
12. (Original) An electronic device comprising the label as recited in claim 6.
13. (Currently amended) An assembly comprising:  
a backlight source to generate a backlight; and  
a label that reflects ambient light and emanates the backlight when the  
backlight is generated,  
wherein the label comprises:

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a transparent element; and  
a transfective element directly disposed to the transparent element to pass the backlight, but reflect the ambient light;  
wherein the transparent element includes label data and the label data are visible both with and without applying power to the label.

14. (Original) An assembly as recited in claim 13, wherein the backlight source comprises an electroluminescent light.

15. (Original) An assembly as recited in claim 13, wherein the backlight source is separate from the label.

16. (Cancelled).

17. (Original) An electronic device comprising the assembly as recited in claim 13.

18. (Currently amended) A method comprising:  
passing backlight emanating from behind a label out through the label;  
and  
reflecting ambient light received from in front of the label back through the label,  
wherein the label comprises:  
a transparent element; and  
a transfective element directly disposed to the transparent element to pass the backlight, but reflect the ambient light;  
wherein the transparent element includes label data and the label data is visible both with and without applying power to the label.